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Alliance*

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The Music Box

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Vice President
Oasis of Hollywood

Jim McPartlin
Secretary
W Hollywood

Frank Stephan
Treasurer
The Clarett Group

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METRO

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Argent Ventures, LLC

Nathan Korman
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Avalon Hollywood

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AMDA

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Financial Services

Jim McPartlin
W Hollywood

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Hollywood Toyota

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Guinness Museum

John Tronson
Tronson
Investment Group

Monica Yamada
CIM Group, Inc.

Kerry Morrison
Executive Director

July 29, 2011

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Second Quarter Report: April 1, 2011 through June 30, 2011

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- Fabio Vasco of GTL, LLP presented the 2010 financial review to the board for their review and approval at the April 21, 2011 board meeting.
- The board voted on April 21, 2011 to not increase the assessments for the 2011-12 tax year, even though there has been a slight increase in the CPI.
- The bylaws were amended in May to allow for a condominium owner to be eligible to sit on the board of directors without having to be the president of the HOA board or authorized by the president.
- At the May 19, 2011 board meeting, the board authorized the executive director and the Treasurer to begin researching alternative banks to Wells Fargo. There has been a repeated situation with fees being levied against the BID accounts; this was not part of the original agreement. Both City National and Comerica will be evaluated as options.
- The Nominating Committee was chosen in June to begin working on a slate for Annual Meeting (November 2011). The committee consists of Chris Bonbright, Neelura Bell and Tej Sundher.
- With respect to the Hollywood Facelift program, several developments occurred over this quarter:
 - a. The CRA began working on the details of a façade improvement program which they are calling the Commercial Property Enhancement Program (CPEP). The grants will range from \$37,500 to 200,000.

b. Sherwin Williams created a color marketing scheme for the Facelift project, to offer up paint hues in colors evocative of Hollywood's golden age and three distinct architectural styles: Art Deco, Beaux Arts and Spanish Revival.

c. A retail seminar was held, initially for property and business owners in the "mid-BID" block of the District. It was conducted by Dan Jablons of the Retail Smart Guys. A second was conducted on June 29.

d. The board was divided into five teams and began to outreach to their assigned properties in order to begin to secure contracts.

II. Security

- Morrison organized a meeting of the Cahuenga bar and restaurant owners in order to discuss the possibility of collapsing all the independent valet parking operations into one joint agreement with one operator. This would impact just those owners on Cahuenga between Selma and Hollywood. Requests for Proposals were sent to five valet companies in April and interviews were conducted with those five companies.
- Morrison worked with representatives from METRO and the W Hotel to plan for a food cart on the Vine METRO plaza this summer. The goal is to "activate" the plaza, in order to help marginalize some of the illegal behaviors that occur. The BID had previously purchased tables and chairs which could be situated on the plaza to warm it up. The cart was launched the third week in June.
- The board contributed \$5,000 to support the overtime costs associated with an illegal vending task force operated by the Bureau of Street Services, under the leadership of the Council office who had created a Summer Sidewalks Program. Inspectors will randomly go out two late nights a week to warn and cite for illegal food carts, kiosks, and other street furniture.
- As of the end of this reporting period, the BID security vendor, Andrews International, logged the following activity statistics: 503 private persons' arrests; 1,113 calls for service; 4003 citizen contacts; 311 social service referrals and 1,606 business contacts.

III. Streetscape

- A groundbreaking for the East Cahuenga alley was held on May 2. In attendance were Council President Eric Garcetti and key officials from DOT and the Dept. of Engineering and most of the property owners surrounding the alley.
- All of the Victor Stanley trash receptacles were repaired and re-painted during this quarter.

- The CRA conducted a demonstration of potential new lighting fixtures for the star-trackers located at Hollywood & Vine. The demonstration was held on April 26. The lights they used that not were not particularly bright, therefore inadequate.
- MacPherson continued to represent the BID at meetings scheduled to plan the refurbishment of the Walk of Fame with the first block slated to be the east side of Vine from Sunset to Selma. Meetings were held with property owners to plan for diversion of traffic and parking business during that time.

IV. Marketing Issues

- The “Half-Off Hollywood” campaign was launched May 1. This is an initiative that the BID helped to support and featured special discounts at key Hollywood attractions during the month of May.
- Devin Strecker began selling space on the 2011-12 Hollywood Visitors Guide during this period.
- Strecker and Morrison met with Cirque de Soleil representatives during this time to discuss ways in which local restaurants could help promote the show. A meeting was also held with the general manager of Delphine to discuss the possibility of encouraging restaurant patrons to use the subway to see the show.

V. Other

- Council District 13 created a new Traffic Advisory Group to address some of the following issues: a pedicab demonstration project in Hollywood; shuttle busses and way finding signage.
- Hollywood 4WRD, the coalition organized to end homelessness in Hollywood, held a one-year later briefing on May 12 at the LA Film School. The BID is a member of this coalition. At that briefing, progress was reported on how many people have been housed since the Hollywood Homeless Registry was organized in April 2010.
- Staff attended the annual strategic planning retreat for the Hollywood Chamber of Commerce on the weekend of April 15 – 16.